

I am a disenfranchised African American radio broadcaster in Los Angeles who has worked in radio since 1984. In Los Angeles, I worked from 1994 to 2000 at the now defunct 103.9 & 98.3 KACE. Many of the personalities were displaced and have not worked as an on air personality in L. A. since then. The Hispanic Broadcasting Corporation purchased the station from Cox Radio at a \$40 million profit in February 2000.

I have represented the Announcers of the AFTRA L. A. Local since 1996 with my current term expiring in 2005. While I have sought work in Talk Radio, I have been excluded from participating in a "contest" at AFTRA signatory Talk radio station, KABC, because I am a professional; yet the winner of the contest had to join AFTRA after winning the contest.

KACE kept R&B Oldies alive and promulgated the needs and causes of the Black community on the airwaves in Los Angeles.

While other stations have made a feeble attempt to emulate what KACE did, no station, to date, has duplicated the impact that KACE had on the local community in L. A.

The African-American community suffered a great loss when KACE was reformatted to serve an exclusively Spanish language marketplace. We have Stevie Wonder to thank for keeping his station, KJLH, in the heart of the African American community, or there would be no stations serving its needs.

Yes, the FCC should take a serious stand regarding "local programming" and require broadcast stations to broadcast at least 75% of its programming to the local needs of the community where it is located.

Yes, the FCC should come up with a definition of local programming.

It should include something like: Local programming should directly serve the needs and causes of the geographic community in which the license was granted and where it is physically located.

Yes, the FCC should adopt a definition that measures "locally originated" and "locally produced" programming and both should serve as an example of local programming.

Absolutely, the FCC should ensure that all programming decisions are mad at the local station level. Regional and national companies do not have their finger on the pulse of the immediate needs of their affiliates across the country.

I've experienced micromanagement from 3000 miles away that was based primarily on "research." That does not work for the local needs of any station.

All of those things should count as local programming: news and public affairs, local programs of an entertainment nature; local high school sports events; local band hour; music of local artists, local theatre troupes, etc. The key word is "local."

Yes, all of that should count, but not serve to eliminate "local employment" at the station.

I'm tired of the talk radio "media whores" hawking products they obviously

sell in exchange for products and services. Some of them are so new to the game they flaunt their wares and privileges to their listening audience without even realizing it.

Discretion should be a factor in making these "arrangements" with on air personalities, so they don't seem so gratuitous and self-serving.

I turn from ads when I hear the air personality hawking products. I'd refuse to patronize a product just because I heard Larry Elder or Sean Hannity promoting it. Some stations did it to the blatant exclusion of regular "paid" ads. It has become sickening.

Apparently, the existing rules are deficient in dealing with these disgusting, current practices.

I could speak more on this and answer your questions more thoroughly, but I have to go to work....as a substitute teacher.

Unless the talent is paid for the time the voice is aired, "voice tracking" is a rip off and "cross utilization" of a voice deserves compensation based on the air play--how many times it is played, the timeslot and in what markets-- not on the time it take to record the tracks.

Talent must get paid for the talent, not for the way technology has made access to the talent expedient.

The way Talent is dealt with in the industry, here today, gone tomorrow, we have to be able to cash in when we can. It is not guaranteed that we will have a 30 year plus career and the jobs are far and few between. We have to make the money while we have are in demand. We can't be pimped because of the convenience and expediency of technology.

Thank you for considering my input.

As an active AFTRA member, I am very interested in the outcome of this inquiry. Please keep me posted.

Karla With a K
karlawithak.net
karlawak4@aol.com